



Media Kit

Award-winning **VivaTysons Magazine** is a highly targeted publication focusing on the Tysons area of Northern Virginia and the surrounding community. Our readers are among the most affluent in the DC area. Since 2006, our magazine has explored and celebrated life in the Tysons Corner area of Great Falls, McLean, Vienna, Falls Church, and Oakton, Virginia.

Our Readership understands our good fortune. Our publication connects them with the people, events, and businesses that are part of the *next great American city*.

Our Advertisers enjoy the targeted and cost-effective way of reaching area residents in a lively, exciting, national-quality but community-centric magazine that says "I live in Tysons!"

Home Grown and locally owned, VivaTysons is published by longtime resident Johnny Hanna, and a team of writers, illustrators, and artists who appreciate the hard work and sacrifices of our area's special professionals, merchants and service providers.



VivaTysons
MAGAZINE

[VivaTysons Magazine]

The Market

Doug and I both love your magazine. I particularly like the restaurant reviews and meal suggestions and news of businesses opening and closing. Even though I like being able to read the magazine online, I'm going to subscribe in hopes that you keep up the good work for years to come!

— *Terri Franke*

VivaTysons Magazine is a highly targeted publication and focuses on Tysons Corner and the surrounding community. Our readers are among the most affluent in the DC area.

Tysons Corner

- Features the highest concentration of commercial spaces in Northern Virginia.¹
 - Is the 12th largest employment center in the U.S.²
 - Is home to Tysons Corner Center, the 13th largest shopping mall in the U.S.³
 - Will be home to an estimated 100,000 residents and 200,000 jobs by 2050.⁴

VivaTysons serves households in the following communities.

Great Falls

Median income: \$206,344⁵
Median home value: \$1,000,000+⁶

McLean

Median income: \$170,933⁵
Median home value: \$892,100⁶

Oakton

Median income: \$123,415⁵
Median home value: \$578,300⁶

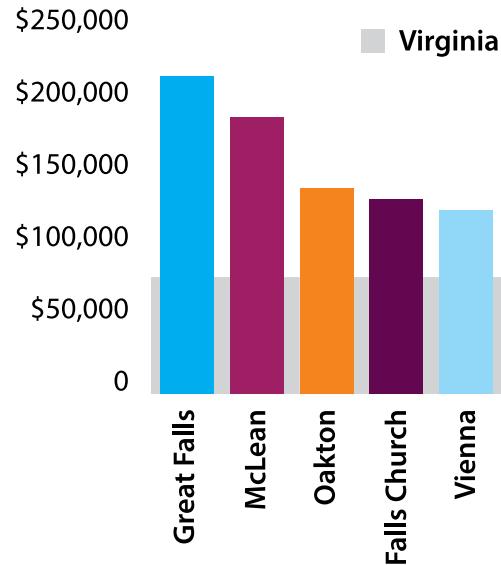
Falls Church

Median income: \$120,332⁵
Median home value: \$658,500⁶

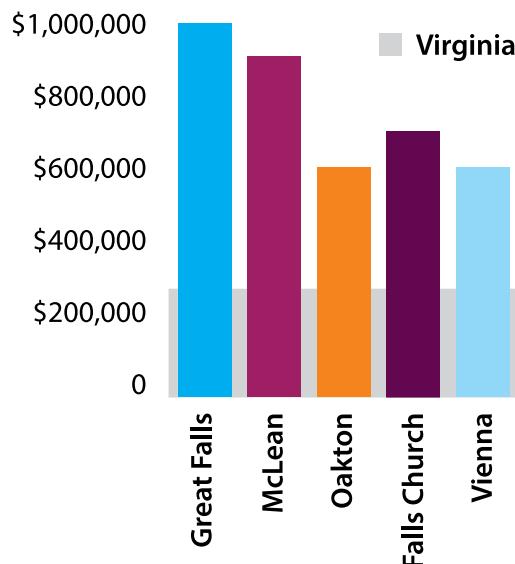
Vienna

Median income: \$116,933⁵
Median home value: \$588,300⁶

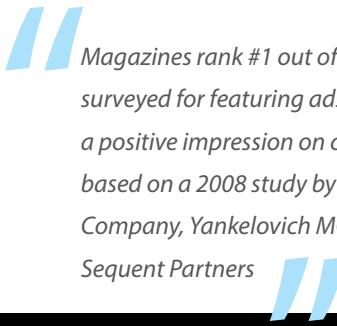
Estimated Median Household Income



Estimated Median Home Value



1. Tysons Corner, Virginia. (2013, June 3). From Wikipedia, The Free Encyclopedia. Retrieved 15:11, June 3, 2013 from http://en.wikipedia.org/w/index.php?title=Tysons_Corner,_Virginia&oldid=558055099. 2. Meyer, E. L. (2008, December 18). Shopping Nexus Outside Washington Plots a Future as an Urban Center. *New York Times*, p. B6. Retrieved June 3, 2013 from <http://www.nytimes.com/2008/12/19/business/retail-commerce/19malls.html>. 3. List of largest shopping malls in the United States. In Wikipedia, The Free Encyclopedia. Retrieved 16:01, June 3, 2013 from http://en.wikipedia.org/w/index.php?title=List_of_largest_shopping_malls_in_the_United_States&oldid=554510044. 4. Burke, R. (2013, May 10). Goodbye, office park hell, downtown. *Virginia Business*; Retrieved from <http://www.virginiabusiness.com/2013/05/10/goodbye-office-park-hell-downtown>. 5. U.S. Census Bureau. (2007-2011). *Selected Economic Characteristics: 2007-2011 American Community Survey 5-Year Estimates*. *Great Falls, VA; McLean, VA; Oakton, VA; Falls Church, VA; Vienna, VA; Virginia*. Retrieved June 3, 2013 from <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>. 6. U.S. Census Bureau. (2007-2011). *Selected Housing Statistics: 2007-2011 American Community Survey 5-Year Estimates*. *Great Falls, VA; McLean, VA; Oakton, VA; Falls Church, VA; Vienna, VA; Virginia*. Retrieved June 3, 2013 from <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>.

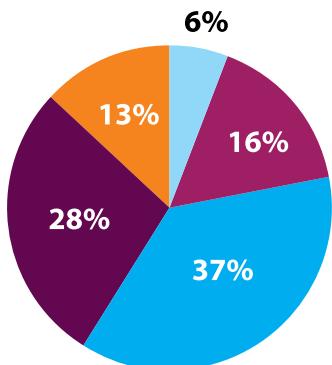


Magazines rank #1 out of 16 media surveyed for featuring ads that made a positive impression on consumers based on a 2008 study by The Futures Company, Yankelovich MONITOR/ Sequent Partners

[Why You Should]

Advertise With Us

Our Readers

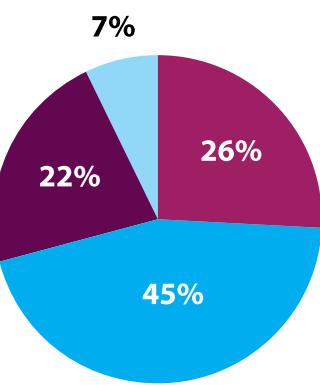
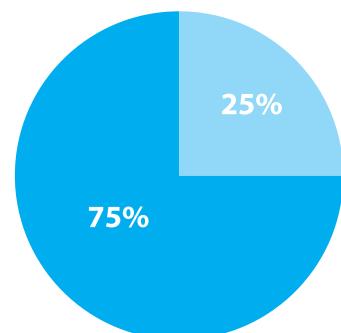


Average Age

Age Group	Percentage
Under 35	6%
35-44	16%
45-54	37%
55-64	28%
65 or older	13%

Gender

Gender	Percentage
Male	25%
Female	75%

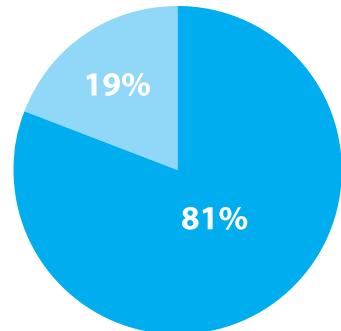


Annual Income

Annual Income	Percentage
Under \$100,000	26%
\$100,000-\$199,999	45%
\$200,000-\$299,999	22%
\$300,000 or over	7%

Homeowners

Home Type	Percentage
Rent	19%
Own	81%



JP and I could not be more pleased with our advertisement in VivaTysons! It was professionally produced, and our placement, opposite Housing News, could not have been better. Many people saw our ad, and we have one very large contract in the process now, that is directly attributable to the ad. Many thanks VivaTysons!

— Deborah and JP Brehony, JP Brehony Homes



We are micro-targeted to those who live work and play in Tysons.

We are upscale but not pretentious. By focusing on quality merchants, we place your name alongside the area's best.

We are full-color and glossy. Your custom, full-color ad becomes part of our magazine, making you the natural choice for our readers.

We provide the media exposure you need. Our media consultants can create eye-catching, powerful campaigns to build your brand awareness. We can promote your business through our social media presence and affiliate sites. Just ask!

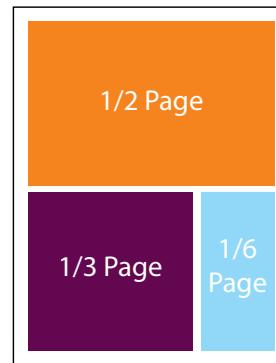
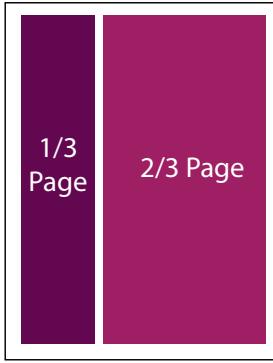
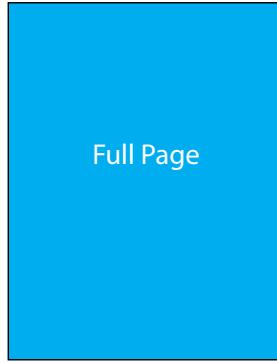
VivaTysons Magazine works! We seek out the best and keep good company. Your success depends on local residents and visitors. Why pay more and overshoot your marketing needs when most of your business comes from your neighborhood? That's VivaTysons!

For more information please contact Johnny Hanna at 703.585.3354.

Rates & Specs

BEST VALUE

AD SIZE	OPEN	3x	6x
Full Page	\$2,795	\$2,695	\$2,500
2/3 Page	\$2,395	\$2,295	\$2,195
1/2 Page	\$1,595	\$1,495	\$1,395
1/3 Page	\$1,400	\$1,300	\$1,150
1/6 Page	\$750	\$650	\$595
Taste of Tysons	—	\$495	\$425



Premium Positions

Back Cover	\$4,500
Inside Front Cover	\$3,750
Inside Back Cover	\$3,300
Front Position BTC	\$3,200

Poly-Bag Insert

Poly-Bag inserts and Carry Card Advertising opportunities are available at .25/Household.

Special Sections

	3x	6x
Taste of Tysons 1/6	\$495	\$425
Dining Guide 1/8	-----	\$275
Services Guide 1/6	-----	\$350
Pet Service Listing 1/6	-----	\$350

Ad Dimensions

SIZE	WIDTH	HEIGHT
Full Page	8.375"	10.875"
2/3 Page	4.75"	9.75"
1/2 Page	7.25"	4.75"
1/3 Page	4.75"	4.75"
1/3 Page (v)	2.25"	9.75"
1/6 Page (v)	2.25"	4.75"
T of T	3.5"	3.0"

Trim: 8.5" x 10.875"

Bleeds: Extend any bleed 1/8" (.125") beyond trim
 Safe Zone (live area): About 1/2 inch inside of trim

Our team is happy to create a custom ad just for your business. If you are interested in working with one of our designers, please call 703.448.7323 or email ads@vivatysons.com. For full page ads, add .125" all the way around for full bleed, and a .5" margin inside the trim area. There is no extra cost for full bleed.